

# ExtendSync Autopilot and Send from Outlook Save Amanda Blu up to 150 Hours a Year with Improved Tracking and Visibility

## Company

Amanda Blu

## Product

ExtendSync for Outlook

## About

Since 2004, Amanda Blu has been creating jewelry and loungewear for women based on the principle that gifting—for oneself or for another—should feel extraordinary. With a mix of timeless classics and modern trends, Amanda Blu curates gifts that define luxury while remaining comfortable and accessible. What started out as a small line of fashion jewelry and sandals headquartered in Kansas has now grown to a full line of women’s apparel and accessories.

## Background

As the Amanda Blu brand grew, tracking communication at scale became more and more of a challenge. “We didn’t have any visibility on any communications that our customer service reps sent,” recalled system administrator Ryan Rossman. “We had a lot of people reaching out twice for the same thing, not realizing that someone else had already reached out to the customer. We were essentially blind.” Communication was tracked by hand in a notebook or passed along simply by word of mouth, practices that could not continue if the organization wanted to remain successful.

## The Challenge

As the ongoing process of tracking communications by hand and searching through individual emails in inboxes began to fray, Amanda Blu started looking for a new solution. “We were using NetSuite,” Ryan said, “but we were not tracking any communication. Our customer service inbox essentially became how we kept track.” Still, the process remained incredibly manual for customer service managers to make sure they weren’t reassigning someone to do something that was already complete.

## The Solution

Already avid NetSuite users, the team at Amanda Blu found ExtendSync to be a perfect natural progression for improving their NetSuite usage and automatically tracking communications so that no details fell through the



ExtendSync gives us a clear record of everything that has happened. It’s saving us anywhere from 100 to 150 hours in a year.



**Ryan Rossman**

System Administrator  
Amanda Blu

cracks. The biggest draw? Email Autopilot, which would let the team “set it and forget it” with ongoing email communications.

“Email Autopilot was a big draw for us with ExtendSync because it’s a ‘set it and forget it’ process,” Ryan shared. “Email Autopilot records all the correspondence. The end user doesn’t have to go back and forth and reattach everything. It makes everything nice and seamless, super simple for the end users.”

Email Autopilot comes in especially handy for order changes, providing a trail of proof to verify any changes made to orders. “That’s a big one for us to be able to keep track of those communications so that in the event that someone asks why something specific happened with their order, we can go back and show what we discussed and why we made changes,” Ryan confirmed. “We have a record of everything.”

The team also regularly uses ExtendSync’s “Send from Outlook” feature, which lets them email from within NetSuite using any included templates while the email sends from their Outlook inbox, shows in their Outlook sent items, and is then automatically tracked with Autopilot. “The biggest win there is that ‘Send from Outlook’ starts that Autopilot thread attachment,” Ryan added. “Users don’t have to send off the email and then wait for a response to attach. The initial email already starts that chain.”

## The Bottom Line

After only one year of using ExtendSync with Email Autopilot, the team is running more efficiently than ever, saving on average two to three hours a week and anywhere from 100 to 150 hours in a year.

The team benefits too from being able to attach to multiple NetSuite record types, including sales orders, transfer orders, invoices, credit memos, and RMAs. “We try to attach things to the actual record that it corresponds to so that it creates a clear pipeline for how things happened,” Ryan shared.

“ExtendSync saves us time and visibility and asking questions,” Ryan concluded. “You don’t have to go to another person to see what happened anymore. It’s all right there in NetSuite.”



ExtendSync lets us segment end users’ time better because customer service managers are no longer guessing . . . they know what needs to be done so they can best utilize reps’ time. ”



**Ryan Rossman**  
System Administrator  
Amanda Blu

### About CloudExtend

CloudExtend empowers organizations to make faster, more insightful decisions by creating innovative, user-friendly applications that integrate workplace productivity tools with platforms they use every day.

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